

Remarks/Arguments:

Claims 1, 3-9, and 11-14 are presently pending. All pending claims stand rejected. By this amendment, applicant incorporates the features of claim 3 into claim 1, cancels claim 3 and amends claims 6 and 8. In addition, the applicant amends the title. No new matter has been added. Reconsideration is respectfully requested in view of the above amendments and the following remarks.

Page 2 of the Office Action recites that the title of the invention is not descriptive. Applicant herein amends the title substantially in accordance with the title suggested in the Office Action. Applicant contends that the title is descriptive and respectfully requests that the objection to the specification be withdrawn.

Page 2 of the Office Action further recites that "[a]s per claim 4, the step of 'consulting said database A' is not recited in the claim." Applicant has amended claim 1 to recite the step of consulting said database A. Therefore, the step of consulting said database A in claim 4 finds appropriate antecedent basis in amended claim 1.

Additionally, page 2 of the Office Action objects to claim 6 stating "it appears that there should be a space between 'weight' and 'w_{ij}' in the phrase 'weight w_{ij}'." Applicant herein amends claim 6 to insert a space between the term "weight" and "w_{ij}".

Page 3 of the Office Action recites that "[a]s per claim 7, the step of 'consulting said database A' is not recited in claim 1." Applicant contends that the amendment to claim 1 addresses this objection.

Based on the amendments to claims 4, 6, and 7 discussed above, applicant contends that the objections have been addressed and respectfully requests that the objections to these claims be withdrawn.

Page 3 of the Office Action further recites that "[c]laim 1 is rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement." The Office Action recites that "the limitations 'matching said databases A and P' and 'by a vendor who offers the products or services' do not appear in the specification." Applicant has amended claim 1 such that it no longer recites "matching said databases A and P" and "who offers the products or services" in order to advance prosecution. Applicant contends that claim 1, as

amended, complies with the written description requirement and respectfully requests that this rejection of claim 1 be withdrawn.

Page 3 of the Office Action recites that "Claims 1, 3-9, and 11-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz et al., U.S. Pat. 5,835,087 (Herz), in view of Wong U.S. 2003/0046149 (Wong)." Claim 3 is canceled, thereby rendering the rejection of this claim moot.

Claim 1 is allowable over Herz in view of Wong. Claim 1 is directed to a method for targeting products or services to a person. The method includes the following steps:

- creating a universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$ to be shown or exposed to a person j, wherein the attributes are associated with products or services; and
- showing said attributes V_i to said person j and calculating at least one of importance, weight or sensibility each of said attributes V_i has on said person j for predicting future market decisions of said person j, and expressing the corresponding results of said calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$;

wherein the method further comprises at least the steps of :

- creating a database $A = [a_{ij}]$ including, for said person j, said universe of attributes V_i ordered by their calculated weight w_{ij} ;
- creating a database $P = [p_{ij}]$ including, for said person j, said universe of attributes V_i ordered by a corresponding objective interest level $Z_i = [z_1, z_2, \dots, z_N]$, wherein said objective interest level is determined by a vendor; and
- consulting said database A, consulting said database P, selecting from databases A and P attributes v_i whose importance, weight or sensibility w_{ij} , for said person j, are higher than a specific value, and whose objective interest level z_i are higher than another specific value and showing an advertisement only for products or services having those selected attributes to said person j.

This means that the method includes creating a database P, with each person j in the database having attributes ordered by an objective interest level that is determined by a vendor. As acknowledged in the Office Action, "Herz does not teach 'wherein said objective interest level is determined by a vendor...'" The Office Action indicates that Wong discloses this feature at Figure 1 and paragraph [0025]. Applicant respectfully disagrees. Although Wong discusses an interest level that may be defined by an advertiser, the manner disclosed for doing so is related

to the length of time a target audience has spent on a category of Internet pages or the frequency that the target audience has viewed a category of Internet pages. Thus, the interest level is determined based on the actions of the target audience rather than the vendor. Accordingly, Wong is unrelated to ordering of attributes associated with products or services by an objective interest level determined by a vendor as set forth in claim 1. Therefore, applicant contends that Wong fails to disclose, teach, or suggest at least the feature of an object interest level determined by a vendor and, thus, fails to make up for the deficiencies of Herz.

As Herz and Wong fail to disclose, teach, or suggest at least the feature of an objective interest level determined by a vendor, applicant contends that claim 1, as amended, is allowable over Herz in view of Wong. Accordingly, applicant respectfully requests that the rejection of claim 1 be withdrawn.

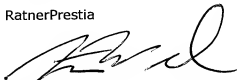
Claims 4-9 and 11-14 include all the features of independent claim 1 from which they ultimately depend. Therefore, applicant contends that claims 4-9 and 11-14 are also allowable for at least the reason claim 1 is allowable. Accordingly, withdrawal of the rejections of claims 4-9 and 11-14 as being unpatentable over Herz in view of Wong is respectfully requested.

Conclusion

In view of the above amendments and remarks, applicant submits that this application is now in condition for allowance, which action is respectfully requested.

Respectfully submitted,

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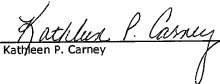
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The Director is hereby authorized to charge or credit Deposit Account No. **18-0350** for any additional fees, or any underpayment or credit for overpayment in connection herewith.

I hereby certify that this correspondence is being electronically transmitted to: Commissioner for Patents, Alexandria, VA on July 28, 2008.



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